

CONCEPTS TO REMEMBER

Persuasion

What are you trying to tell your audience? What should they believe, and why? Keeping this goal in mind as you write will help you use language that will make people want to act. Review these strategies as well so you can approach your writing with a game plan.



WHAT ACTION DO YOU
WANT PEOPLE TO TAKE?



- **Authority** counts for a lot. Can you convince people you're a legit source on something they care about? That means writing pieces with confidence that are definitive but also backed by evidence.
- **Reciprocity** is this idea that people will do something in return for something you've done. For example, if you've provided valuable content for free, you may ask your audience to share it on social media.
- **Social proof** convinces people to take action based on the actions of others. Reviews, testimonials, engagement, ratings, and more can persuade people to follow the lead of your other customers.
- **Scarcity** is a tactic often used in more high-pressure sales, and includes phrases like "limited time" or "while supplies last" to create a sense of urgency.



Confidence: Believe in your words!

Don't write about how you're making your best guesses, or how you HOPE your advice helps. Don't tell people you THINK they should take these 10 steps to fix something, or that your information COULD work. Use your writing to tell people your information WILL help them.

Confidence comes with practice and planning.

"Decide the effect you want to produce in your reader."

ROBERT COLLIER